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5 CLAIMS

What is claimed is:

- 1. A method for tracking the distribution of content electronically, comprising the steps of:
 - (a) incorporating an electronic storage medium tracking identifier onto an electronic storage medium;
 - (b) detecting the tracking information when the package is coupled with a computer;
 - (c) transmitting the tracking information to a server computer; and
 - (d) determining appropriate support information utilizing logic in the server computer to transmit to the computer.
 - 2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.
 - 3. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer is coupled to the computer via a network.
- A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer transmits information utilizing an internet protocol.
 - 5. A method for tracking the distribution of content electronically as recited in claim 1, wherein a transaction is written to a database memorializing processing.
- A method for tracking the distribution of content electronically as recited in claim 1, wherein support information is passed to the server to identify pertinent support information.

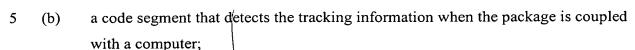
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- 5 7. An apparatus for tracking the distribution of content electronically, comprising;
 - (a) a optical disc electronic storage medium having a burst cut area; and
 - (b) a digital code stored in the burst cut area;
 - (c) the digital code representative of an identifier of content on the optical disc electronic storage medium;
- 10 (d) the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;
 - (e) the apparatus including logic that transmits the tracking information to a server computer; and
 - (f) the apparatus including logic in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.
 - 8. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer performs a table lookup to determine the retailer that sold the package.
 - 9. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer is coupled to the computer via a network.
 - 10. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer transmits information utilizing an internet protocol.
 - 11. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein a transaction is written to a database memorializing processing.
- A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:
 - (a) a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;

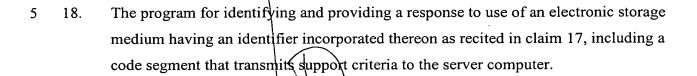
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- (c) a code segment that transmits the tracking information to a server computer; and
- (d) a code segment in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.

13. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer performs a table lookup to determine the retailer that sold the package.

- 14. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer is coupled to the computer via a network.
- 15. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein the server computer initiates support of authorized information utilizing a transaction from the server computer.
- The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, wherein a transaction is written to a database memorializing processing.
- The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, including a code segment that receives live support information from the server computer.



The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 12, including a code segment that posts support indicia of video, user information, and a suitable player to a database.